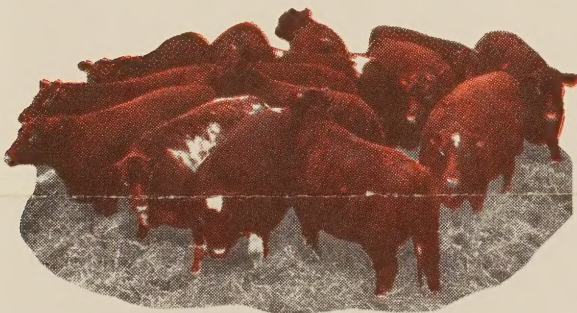


MORE PROFIT you want- **SHORTHORNS**

unique advantage of being naturally hornless. . . . Since feeders everywhere demand cattle without horns with good reason (5 hornless cattle can be kept in the same space as 4 horned, and with less danger to man and beast) it is only logical that getting hornlessness naturally is far superior to mechanical dehorning, whether by chemicals, electricity or main strength.

Natural hornlessness is a dominant characteristic!

Many Polled Shorthorn bulls are 100% dehorners



These 15 steers, part of the 35 mentioned at left, were International Champion carlot of short-fed steers.

when used on horned females. Most of them will produce 75% or more polled calves from horned cows. . . . So to switch to naturally hornless Shorthorns is economically sound. You just buy a top Polled Shorthorn bull and use him on the cow herd you now have.

Scotch cattlemen, long recognized as the top breeders of the world for size with quality and ability to gain on less feed, have come to America this year and secured Polled Shorthorns for the purpose of

developing natural hornlessness in their own herds! The fact that they have recognized the need for this if they are to maintain their leadership in world markets is significant. And that they found American Polled Shorthorns good enough to go into their herds is a great compliment to breeders of the United States.

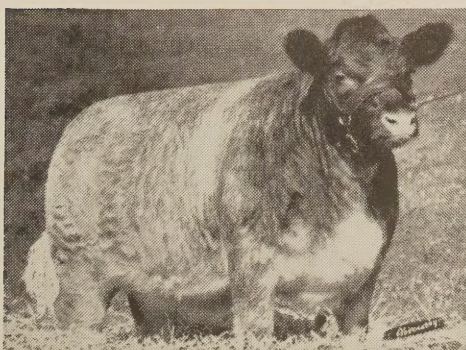
Some of the Polled Shorthorns selected by Scotch breeders for their herds were from Indiana. You, too, may select from herds belonging to members of this Association and know that you are getting the best—the kind that will produce profitable beef makers for you!

Plan now to attend our Indiana "Harvest of Stars" Sale, in which 15 bulls and 35 females will sell on Nov. 13 at the Indiana State Fairgrounds, Indianapolis. Also the Lynnwood All-Bull Sale at Lynnwood Farm on Nov. 12. . . . Catalogs of both sales and our directory of members, giving information on how to reach their farms, will be sent on request. Address:

INDIANA POLLED SHORTHORN ASSOCIATION

Charles DeBusk, Secy., New Market, Ind.

(This ad paid for by Charles J. Lynn, Carmel, Indiana)



Breeding or Feeding - if it's Switch to **POLLED**



During the past few years there have been a number of chemicals, hormones and antibiotics developed which enable the feeder to increase the rate of gain and feed use efficiency of his cattle. However, none of these new products can do more than bring these profit factors up to the *limit set by the hereditary factors* within the animal. These, of course, are the direct result of breeding.

Perhaps the most significant outward sign of the inherent ability for rate of gain and feed use efficiency is *size for age*. At a given age, weaning for example, the larger calf is most likely to gain fastest and on less feed.

Feeders generally recognize this as true. For example, in the 1955 Virginia Feeder Calf sales, Polled Shorthorns and Shorthorn calves rated "Fancy and Choice" outweighed the all breeds average by 26 lbs.; brought consignors \$1.12 per cwt. and \$12 per head more money. . . . The Polled Shorthorn and Shorthorn calves graded "Good" outweighed the all breeds average by 43 lbs. and brought \$17.22 a head more money. . . . The horned and Polled Shorthorns

grading "Medium" were 55 lbs. heavier than the "all breeds" average for this grade and fetched \$22 a head more. . . . Paying such a premium, the buyers must have anticipated faster, more efficient gains, regardless of ration or supplemental feeds.

Size, with quality, is vital to profitable beef production in yet another way. It is essential to the ability to utilize roughages. . . . Grass, whether pasture, silage or hay, provides our cheapest means of making beef. Many of the new products and methods of feeding relate directly to the more efficient use of cellulose or fiber—consequently the increased efficient use of roughages by beef cattle.

Polled Shorthorns and Shorthorns are largest of the popular beef breeds. The cows are capable of maintaining themselves and raising a top notch calf on an almost straight roughage ration. Feeder calves and yearlings will gain steadily and rapidly on rations high in roughage. For example:

An Indiana Polled Shorthorn breeder short-fed a group of 35 Polled Shorthorn and Shorthorn steers which averaged 739 lbs. on August 1. In 116 days these steers weighed out at 1024 lbs. average—a daily gain of 2.4 lbs. without antibiotic or hormone stimulants of any kind and had an average feed consumption of 2405 lbs. of roughage (alfalfa silage, corn silage and mixed hay) against 22.5 bu. of corn and 406 lbs. of supplement. (15 of these steers, pictured on right, were Int'l champion short-fed carlot and then dressed 63.2%, with 4 "prime" and 11 "choice" carcasses.)

While both Polled Shorthorns and Shorthorns have the foregoing qualities, Polled Shorthorns have the

This Polled Shorthorn get-of-sire won first at a recent Indiana show in which both Polled Shorthorns and Shorthorns were exhibited.

